

**WESTERN KENTUCKY UNIVERISTY  
KINESIOLOGY, RECREATION AND SPORT**

**Course:** RSA 534 Facility Management

**Credits:** 3 credit hours

**Meeting Location:** Internet

**Instructor:** Dr. Fred Gibson

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**Office Hours:** TR 10am-3pm

**Course website:** <http://ecourses.wku.edu/>

**Course Introduction:**

Facility management represents one of the fastest growth areas in the recreation and sport industry. Numerous employment opportunities are available in this discipline as new arenas, stadiums, health clubs, convention centers, and other facilities are constructed worldwide. There is a significant need for properly trained facility personnel in a very competitive marketplace. This class covers numerous issues from construction-related concerns to marketing facilities, naming rights, and concessions. Also covered will be topics related to the facility maintenance side of the industry, with special attention paid to back-house operations. This is a comprehensive course focusing on applied rather than theoretical material. This course emphasizes the various administrative functions required for effective facility management.

**Objectives:**

Students are expected to display an understanding of the following concepts by the completion of this course:

- \* Facility marketing
- \* Facility law
- \* Facility financing from construction through operations
- \* Facility construction and renovation
- \* Facility operations
- \* Facility manager responsibilities and duties
- \* Facility revenue generation activities
- \* Facility changeover and other maintenance and preparation-related concerns
- \* Crowd management and patron relations

**Textbook:**

Fried, G. (2015). Managing Sport Facilities, Third Edition. Human Kinetics.  
ISBN# 978-1-4504-6811-4. (Required)

**Technology Requirements:**

Students must have regular Internet access and e-mail. The latest browser version is recommended. Students should also have access to Microsoft Word as assignments are to be submitted in .doc or .docx formats. Access to a printer for printing course materials will also be helpful. A backup drive will be necessary for saving all coursework.

**Course Format:**

This will be a 100% online course. The course will be comprised of chapter readings, slides, case studies, quizzes, exams, projects, and online discussions. The exams will take place at the midterm and end of the semester. Participation points will be awarded for overall performance.

**Grading/Evaluation (tentative):**

Assignments	1050 points (Quizzes 25, Case Study 25, Discussion 25)
Exams	200 points
Projects	200 points
<u>Participation</u>	<u>50 points</u>
Total	1500 points

A=90% or above, B=80% or above, C=70% or above, D=60% or above, F=59% or below.

**Assignments:**

Assignments will utilize readings, slides, quizzes, case studies, and discussions to investigate textbook information and other relevant topics. The discussion board will also be used for a variety of purposes including providing a personal profile and answering general questions about the course. Quizzes will be timed and may be repeated.

**Exams:**

The exams will be taken online and will likely be a mix of true/false, multiple choice, short answer, and essay questions.

**Projects:**

Students will complete two projects. Guidelines for completing and uploading the projects will be provided on the course website.

**Participation Policy:**

Students are expected to work hard on the course website just as if we were meeting face to face each week. Late work will NOT be graded.

### **Students with Disabilities Who Require Accommodations:**

In compliance with university policy, students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Office for Student Disability Services in Downing University Center A-200. The OFSDS telephone number is (270) 745-5004; TTY is (270) 745-3030. Per university policy, please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Office of Student Disability Services.

### **Academic Integrity Policy:**

Student work may be checked by plagiarism detection software. Any work borrowed without appropriate citations or permission of the author (including other students) will result in the grade of zero and possible course failure.

### **Special Considerations:**

The instructor reserves the right to modify the syllabus during the semester. Students will be notified immediately if syllabus adjustments are necessary.

### **Content Outline:**

- I: History of Sport and Public Assembly Facilities
  - A. Facilities in Ancient Times
  - B. Evolution of Professional and Collegiate Facilities
  - C. Facility Focus
  - D. The Future of Sport Facilities
  - E. Trends That Will Affect Future Facilities
- II: Facility Management
  - A. What Is Facility Management?
  - B. The Facility Manager
  - C. Constituents
  - D. Managerial Functions
- III: Management Theory and Practice
  - A. Management Theory
  - B. Computer-Aided Facility Management
  - C. Strategies
  - D. Leadership
  - E. Outsourcing
- IV: Facility Planning
  - A. Fundamentals of Planning
  - B. Planning for Existing Facilities
  - C. Planning for Future Facilities

- V: Facility Site and Design
  - A. Site Locations
  - B. Site Cost
  - C. Site Selection
  - D. Facility Design
  
- VI: Facility Construction
  - A. Construction Planning
  - B. Preconstruction Phase
  - C. Construction Elements
  - D. Project Costs
  - E. Completion and Analysis
  
- VII: Facility Systems
  - A. Heating, Ventilation, and Air Conditioning
  - B. Air Quality
  - C. Energy Systems
  - D. Plumbing
  - E. Interior Systems
  - F. Exterior Systems
  
- VIII: Facility Operations
  - A. Space Management
  - B. Specialized Components in Sport Facilities
  - C. Established Grass Fields
  - D. Maintaining Grass Fields
  
- IX: Facility Maintenance
  - A. Maintenance and Repair Program
  - B. Maintenance Audits
  - C. Maintenance Department
  - D. Facility Repair Management
  - E. Basic Maintenance
  
- X: Marketing and Sales
  - A. Marketing Concepts
  - B. The Marketing Process
  - C. Facility Marketing
  - D. Sales
  
- XI: Finance and Budgeting
  - A. Financial Concepts
  - B. Revenue and Expenses
  - C. Financial Analysis
  - D. Budgeting

- E. New Facility Financing
- F. Selling a Facility

XII: Human Resources

- A. Sport Facility Jobs
- B. Employment Options
- C. Hiring Process
- D. Employee Management
- E. Training
- F. Legal Concerns

XIII: Legal Responsibilities

- A. Basic Law
- B. Tort Law
- C. Risk Management and Insurance
- D. Contracts
- E. Property Law
- F. Constitutional Law
- G. Government Regulations

XIV: Facility Preparation

- A. Revisiting Planning
- B. Attracting Events
- C. Event Preparation

XV: Implementing a Security Plan

- A. What is Security?
- B. Crowd Management
- C. Other Safety Concerns
- D. Crisis Management

XVI: Event Management in the Facility

- A. Event Analysis
- B. Post-Event Surveys
- C. Marketing for the Future
- D. Marketing Efforts and Costs
- E. Facility Analysis